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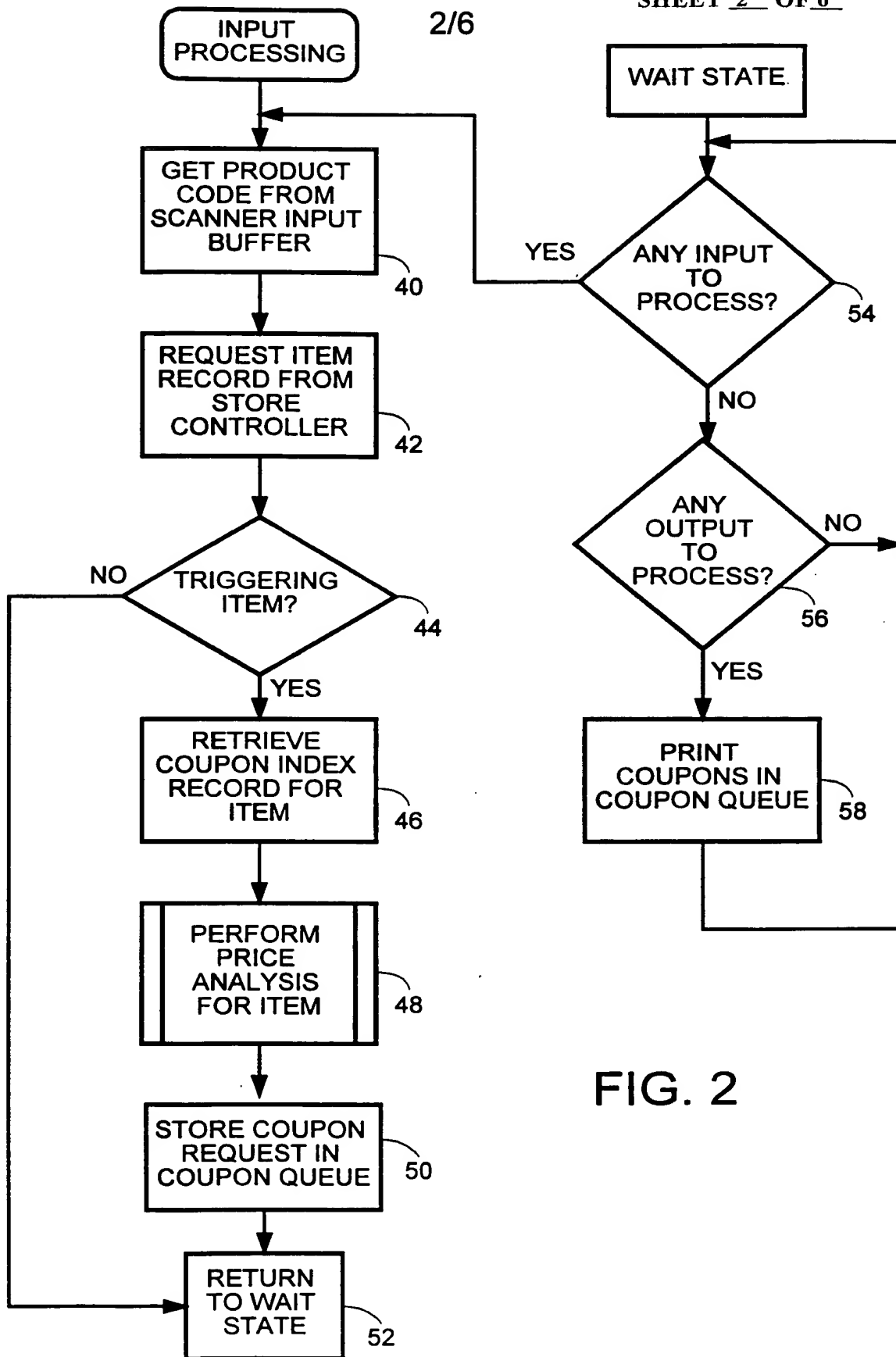


FIG. 2

| | | |
|-----------|-----------|----------|
| APPROVED | C.G. FIG. | |
| BY | CLASS | SUBCLASS |
| DRAFTSMAN | | |

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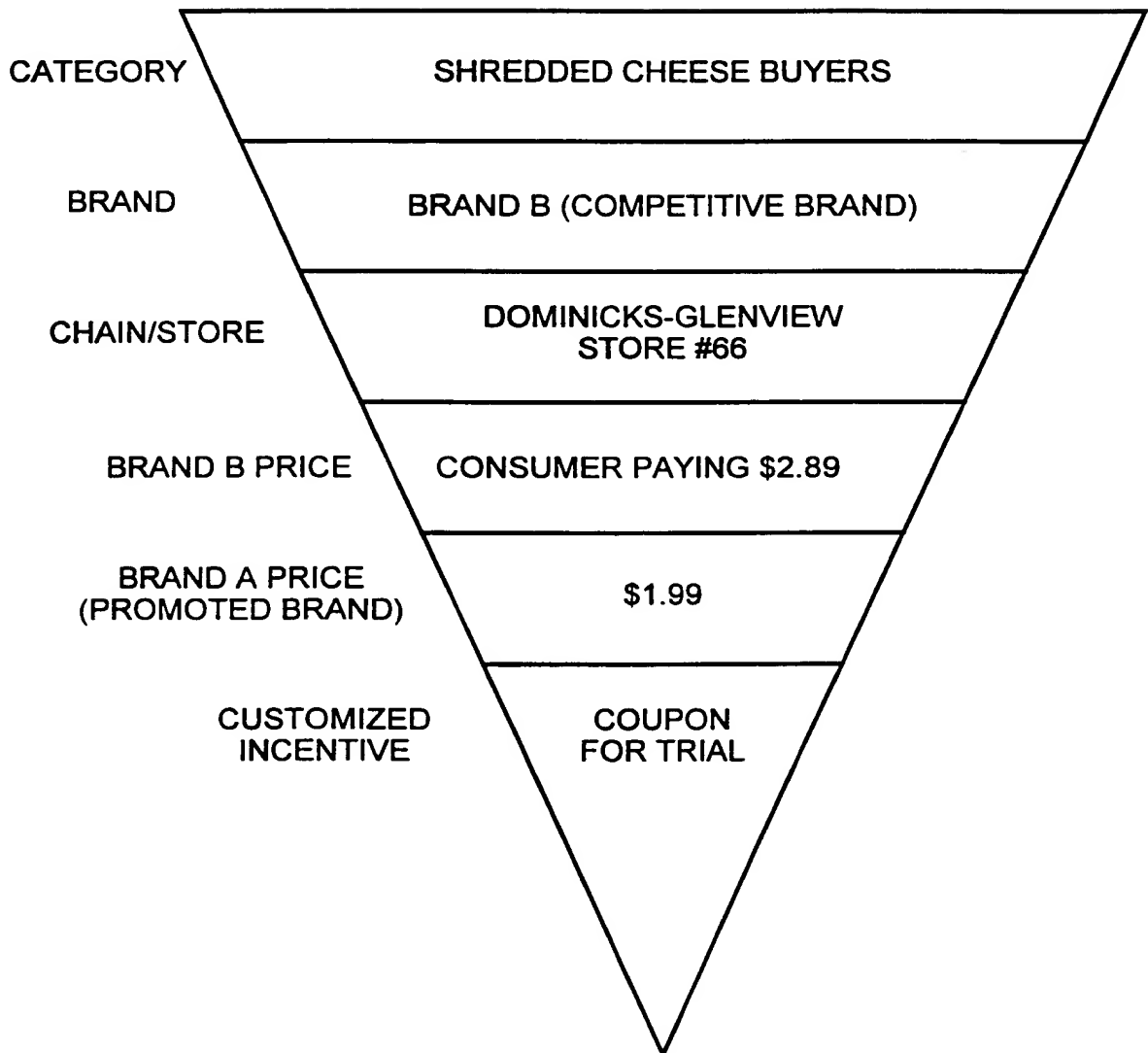


FIG. 3

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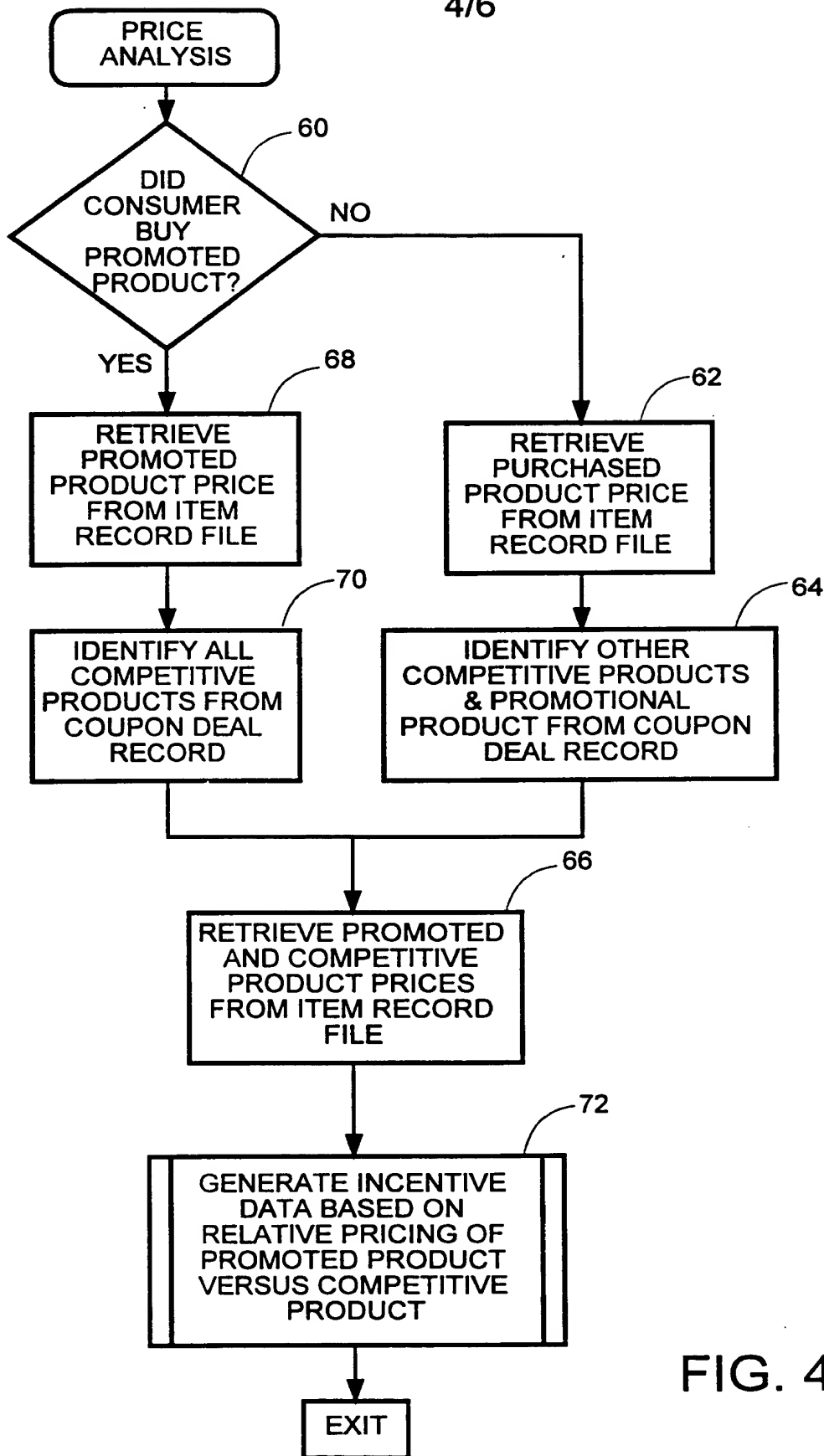


FIG. 4

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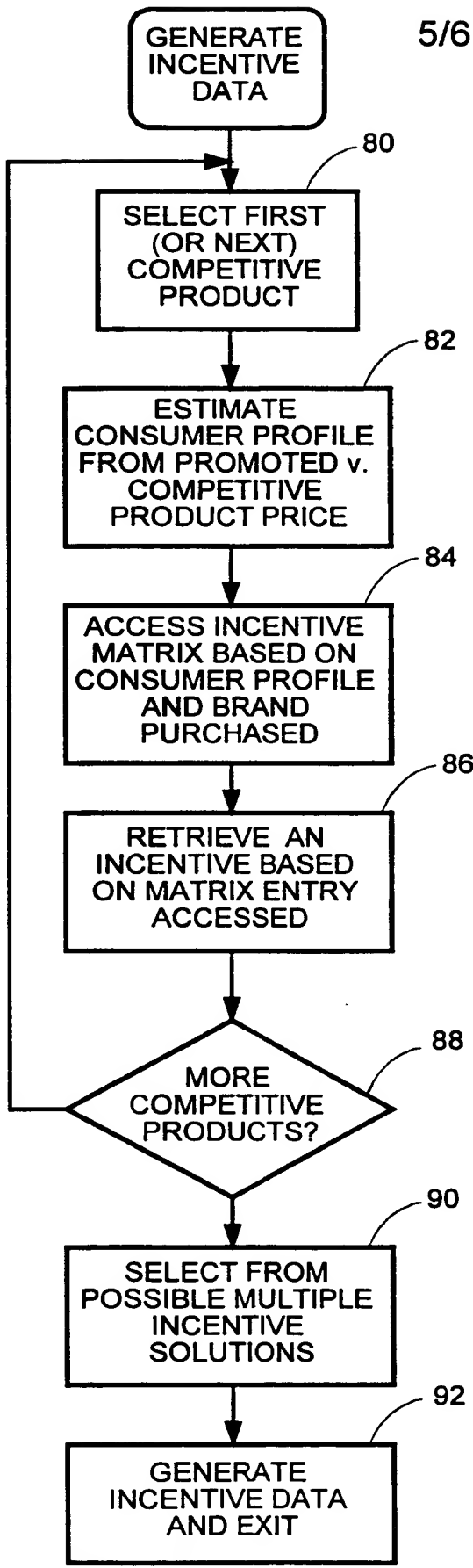


FIG. 5

005070-70E33250

| | | |
|-----------|-----------|----------|
| APPROVED | O.G. FIG. | |
| BY | CLASS | SUBCLASS |
| DRAFTSMAN | | |

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| CONSUMER PROFILE CATEGORY | BRAND A (PROMOTED BRAND) <u>PURCHASED</u> | BRAND B (COMPETING BRAND) <u>PURCHASED</u> |
|---------------------------------|--|--|
| CONSIDERED SET | BRAND A \$1.79 BRAND B \$2.29 INFERRED CONSUMER PROFILE: BRAND A CONSIDERED SET STRATEGY: INCREASE FAIR SHARE | BRAND A \$2.29 BRAND B \$1.79 INFERRED CONSUMER PROFILE: BRAND B CONSIDERED SET STRATEGY: INCREASE FAIR SHARE |
| PREFERENCE | BRAND A \$2.29 BRAND B \$2.29 INFERRED CONSUMER PROFILE: BRAND A PREFERENCE STRATEGY: EXPAND CONSUMPTION | BRAND A \$2.29 BRAND B \$2.29 INFERRED CONSUMER PROFILE: BRAND B PREFERENCE STRATEGY: INDUCE TRIAL |
| LOYAL | BRAND A \$2.29 BRAND B \$1.79 INFERRED CONSUMER PROFILE: BRAND A LOYAL STRATEGY: INSULATE POSITION | BRAND A \$1.79 BRAND B \$2.29 INFERRED CONSUMER PROFILE: BRAND B LOYAL STRATEGY: INDUCE TRIAL/CONVN. |

FIG. 6